

ABSTRACT OF THE DISCLOSURE

A method and system for unifying and sharing business applications with respect to a user of a business channel. The method and system include authenticating and authorizing, at a unified portal, user preferences and restrictions in response to a user request for access. An enterprise function provides a common customer identifier (CCI) for users associated with a plurality of business channels, wherein the enterprise function associates a CCI to the user accessing the unified portal. In response to a user selection of a business application, information associated with a plurality of business applications is integrated across products and services, where the integrated business applications are responsive to authorized user selections of at least one business application from the portal. Information associated with the business channels, each user, and the products and services is stored at a virtual database warehouse for retrieval by said business applications upon request of the user.